Biz4Solutions
Providing Innovative Solutions

Top Retail Trends for 2015 – Whitepaper

CIO Review 50 MOST PROMISING IoT SOLUTION PROVIDERS 2016

Services Offered

- B2B & B2C Apps
- Social media apps and integration
- In App Purchase and Subscription Management
- In App Advertising
- Full cycle services from app definition to submission to App Store
- Location based Apps. GPS and Maps integration apps
- Marketing, Advertisement and Promotional Applications

www.biz4solutions.com
Email: alan@biz4solutions.com

Biz4Solutions Rated as one of the Top 50 IoT Companies in World

Top Retail Trends for 2015 - Whitepaper

Retailers realize Mobile is a must - not an option!

Is it in an exaggeration to say that mobility is completely changing the way the retail industry operates? Or that product companies are today generating revenue by selling products in ways we could not even imagine just 10 years ago? And will the retail industry completely change its paradigm once again – over the next 10 years?

Today, High-end retailers are utilizing scanning devices to not only track customers within their store – but to identify and track the individual items that a customer exhibits some interest. The retailer can then use this information to bombard the customer with coupons, discounts, and other incentives to purchase the items. Soon, retailers, we use that information immediately – via text message, email, social media – to promote the sale ***before the customer leaves the store.***

For example, I may enter a high-end retailer with the intention of purchasing a couple pairs of socks. However, on my way to the area of the store where they have the socks on display, I stroll pass several really nice (and very expensive) suits. So of course I stop to check out the suits.

The fact that I was distracted by the $1000 suit, was not missed by the retailers "in-store system". At this point, I am only known as customer number 320 - a number sequentially assigned to me since I am the 320th customer to enter the store that day. After perusing the $1000 suits for a few minutes, my better sense takes hold and I resume my search for a couple pair of socks. But now I am known to the system as customer 320 who likes $19 socks and $1000 suits.

White Paper Highlights

Mobility is changing every aspect of retail, from customer engagements to warehouse operations, from social media to corporate process improvements. We discuss:

- In the moment
- Wearables
- Security
- One Touch App

Mobility is changing the way inventory is supplied to individual stores – taking Just-in-time to a new level.

All that changes the minute I purchase the three pairs of socks. Because I used my credit card, the store now has my name and other information, such as my mailing address. And in addition if I provided my email address, or provided a store loyalty card, the store has additional ways to contact me.

What would it take to get me back to that store to buy that $1000 suit?

Would 10% off do it? What about 15% off? For some people, it may take a full 25% off to get them to return to the store and purchase that item.

In the moment

Rather than use a strategy to provide an incentive for the customer to return to the store, an even better approach would be to provide the incentive "in the moment" – before the customer even has a chance to leave the store. Buying patterns have not changed because of technology. Technology has created more opportunities to buy. But the process of buying is still in many cases, an emotional process. When a customer sees an item in the store, he or she likes – the item is either purchased, or the customer talks himself out of purchasing the item. And let's face it, price is typically the reason to not purchase an item. Either it's too expensive, or it's more money the customer wants to spend.

But what if there was a way to catch the customer while he or she is "in the moment" - in that critical time before the customer leaves the store? Clearly it would increase the chances that the customer would purchase the item, over the approach of sending a coupon via email or postal mail. Why? Because buying is all about the moment.

Let's go back to the example of me buying three pairs of socks. The ideal scenario would go something like this:

> *After purchasing the three pairs of socks at the cash register, I walk away from the register heading for one of the store exits. Scanners detect that I am leaving the store and send an instant message to my phone offering 10% off any suit purchased today. I see the text message, but after a moment of thought, decide 10% is simply not enough to change my mind. Again, the scanner detects that I am continuing towards the exit and sends the*

25% off coupon – with big bold letters saying "Expires in one hour". While 10% may not have persuaded me to make the purchase, 25% is something most people would consider.

The important part of this future scenario: ***Mobile technology will increase the chance of an immediate sale by "stepping in" at that very moment when the customer has decided to not buy the product.*** Even the very best store clerk would not realize it was that critical time to interject - to prevent the missed sale. And even if a store clerk realized that a customer was walking out of the store after looking at $1000 suit – what exactly should a store clerk do at that moment? Chase after a customer, shouting that he can offer a 10% or 25% coupon? No. This is a situation that can only be solved using mobility.

While some aspects of the future system are not yet in place – don't be surprised if you receive modified "fine print" about your loyalty program, indicating that the retailer may begin to utilize text messaging. Also, many consumers today are very comfortable sharing their GPS location with social media apps, navigational apps, etc. So all the technical pieces are there that would inform a retailer that a specific customer has entered one of their stores; or is in a nearby location. For example, don't be surprised if the next time you check in at the Cheesecake Factory on Facebook, if you receive a coupon on your mobile device for a nearby retailer.

Wearables

Current estimates on the number of information workers who will be required in the near future to use a wearable mobile device as part of their job are truly staggering! Wearable devices are not new. In fact, before cellular phones became mainstream, many workers carried beepers to ensure that they were "reachable". And for decades package delivery companies have used clunky mobile devices to allow the driver to capture the signature of the recipient of the package.

But the explosion of wearable devices expected over the next five years will be amazing! And the wearable devices will provide capabilities in areas that today (in 2015) are not even imaginable.

Mobile is a Game Changer!

For example, today boxers and other sports enthusiasts around the world can utilize mobile applications Biz4Solutions developed that utilize sensors to track the movements of the athlete. For example, as a boxer spars or trains, the sensors record the movements, so the boxer (and his or her trainer) can analyze the types of punches thrown, defensive moves, most effective punches, etc. A few years ago, this kind of functionality was not even considered because there was no way to tie in the hardware and software. And even if you had the imagination to build something like this 5 or 10 years ago, the costs would've been prohibitive, simply because many of the technologies required were premium features that were only available at a very high price at that time.

Security

In the same way that the initial rollout of e-commerce websites lacked the level of security required to prevent breaches (that still today are all too common), the initial phase of mobile applications similarly were launched with very little security.

But in 2015, security in mobility may be the area that receives the highest investment in dollars, as well as resources. Why? Because the expected revenue from mobile devices in 2015 will be at least $90 billion - and may be above $115 billion. Along with that surge of revenue will be a surge in mobile-based security breaches.

One Touch App

Convenience is at odds with security. If it's not convenient, it won't be used by the consumer. If it's easier to make a phone call to check whether a store has a product in a specific size, to order that pizza, or to set up that tee time, then that is what the consumer will do. But if a consumer can use a mobile device – and with a minimum number of clicks – accomplish the task, they will choose that option.

As an example look at the many ways the Amazon Price Check app has changed retail. But in reality the success of the app is because of the convenience and ease of use by the consumer. For instance, if a consumer had to type in the product SKU number into their mobile device (as opposed to scanning the barcode), most consumers would probably not do that. In fact, any consumer can do just that today if they want to stand in the store isle, use their mobile device to pull up the competitor's website, and do a search for that product. But most people won't do all of that – just to save a few dollars.

Part of the genius of the Amazon Price Check app is that after the user scans a barcode, it utilizes their one click purchase capability - that has been around for years. Convenience is the key. Once you pull up the while standing in the brick-and-mortar store, you scan the barcode. If it finds that product, it will display the pricing, allowing the consumer to utilize their one click purchase, which will use the stored information regarding credit card and shipping address. Very convenient!

One touch apps like the Amazon Price check app succeed whereas more complex applications will not. I am reminded of a friend who downloaded a GPS app for his favorite golf course. The app was so user intensive, that my friend focused more on the app itself - feeding the data into the app - than he did on playing golf. After a few holes, he turned it off. That is an example of a mobile app that will fail because it requires more attention from the user – than it gives in benefits!

About Biz4Solutions

Biz4Solutions focus is Mobility. From simple apps to very complex enterprise solutions, Biz4solutions has the expertise to assist companies of every size.
Technologies:

- Sencha
- PhoneGap
- AngularJS
- Titanium
- Android
- iOS

Industries:

- Retail
- Hospitality
- Healthcare
- Manufacturing,

World Class Mobile and Mobile Applications! Bringing Value to Mobile!

Conclusion

Mobility is changing every aspect of retail, from the corporate office to the field; from warehouse operations to customer engagement. Most large chain retailers now rely on mobile devices, which are used for everything from inventory count and ordering in the back office to checking out customers and printing receipts in the cash wrap. But these traditional uses only scratch the surface of mobility's potential in retail. By harnessing the latest mobile capabilities in stores, retailers can create a customer experience that is as information-rich as online shopping, but with all the benefits of brick and mortar.

Mobile Retail is succeeding in areas unimaginable 5 years ago

© 2008-2015 Biz4Solutions. All rights reserved.

Apple and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. BlackBerry is a registered trademark of Research In Motion. Other product names mentioned are the property of their respective holders.

Biz4Solutions
Orlando, FL 32819
Tel: (321) 458-0888

www.biz4solutions.com

Biz4Solutions
Providing Innovative Solutions